



**Mr. Antti Haverinen**  
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# Web Communications Specialist

## Education

- I. **Master of Theology** (Specialized in Communication / Political Sciences) at the University of Helsinki. The master's thesis "The Rhetorical aspects of The Presidents of the United States" has been granted '*eximia cum laude approbatur\**. 2000-2005.
- II. **The Certificate of English** (University of Cambridge ESOL Certificate FCE). 2008.
- III. **The Certificate of French** DELF A2. République Française (Ministère de l'Éducation Nationale)
- IV. **The Certificate to work as a Communication Officer** in organizations. Palmenia Centre for Continuing Education at the University of Helsinki. 2006.
- V. **The Qualification** for working as a Team Leader (The University of Helsinki). 2001.
- VI. **The Certificate of Kainuun Musiikkiopisto** music school majored in clarinet. 1993.

## Skills

### communication

- I. Extensive experience in coordinating communication projects. Ability to handle several complex projects simultaneously. Efficiently transform briefs and visions into practical concepts and work packages (personas & wireframes). Ability to look into small details in the broader context.
- II. Excellent practical drafting, visualizing, editing and content management skills (due to several years of working experience in journalism and marketing).
- III. Strong understanding of Web 2.0 and social media (also video-production) communications approaches (Google AdSense, Facebook, Twitter and Youtube-integrations).
- IV. Strong hands-on knowledge of Web Metrics (Google Analytics / addthis.com) and SEO (search engine optimization).
- V. A positive, communicative and motivating person (strong social skills) with aptitude for liaison roles and serving as a contact point. Inspiring trainer and software support for users & clients in either in classrooms or remotely via VoIP (e.g. Skype).

### technological

- VI. Solid knowledge of IT- and Internet technologies (Open Source in LAMP-environment - e.g. Wordpress, Drupal and Joomla). Very good practical skills implementing & developing and maintaining various technical platforms (xhtml, css, php, xml) and servers (OS X Server 10.6) and routers/firewalls. A technical problem solver and a troubleshooter.
- VII. Quality control: Perform quality control for content; check system bugs, diagnose and fix problems in collaboration with in-house or external partners.
- VIII. Familiar with several tools e.g. Adobe products CS3 (Photoshop, Fireworks, Illustrator & Indesign), Windows XP, Vista & 7, Office-products, Open Office, Mac OS X.

## Career History

### 2008- Freelancer Web Communications Specialist (Brussels)

Utilizing the Web Communications framework as a guideline in order to create wise Web Services that can transformed the vision and the objectives of my clients into practical (clear, innovative and purposeful) online communications.

Managing the content and running offline/online marketing campaigns. Implementing several various size Web Projects in Belgium with several organizations and various other clients. Studying the current Web-trends and sorting through the best practices and approaches (e.g. design, standards, accessibility).

Recent clients include for instance:

- I. Sampoorina Yoga Studio (Brussels) (sampoornayogastudio.be)
- II. The Belgian-Finnish Business Association (www.bfba.be)

- III. Finnish Expats ([www.suomi-klubi.com](http://www.suomi-klubi.com)).
- IV. Fair Trade Advocacy Office ([www.fairtrade-advocacy.org](http://www.fairtrade-advocacy.org)).
- V. A Blog ([kaksityömaata.fi](http://kaksityömaata.fi))

Also designing and laying out several brochures and leaflets for Fair Trade Advocacy Office, Brussels.

### **2007-2008 Project Manager Datapolis Solutions Ltd (Finland)**

Coordinating different sizes of Web projects (including Web, Intra, Extra, Mobile, e-Marketing and Flash-sites) for several clients (enterprises, the public sector and the EU).

As a Project Manager I was a contact point and an interpreter from early interaction, design & development right through to the delivery. Collaborating with external stakeholders such as marketing firms. Managed team of 8-10 skilled web developers. Also managing the content (language version), training the end-users and troubleshooting as a Help Desk. Permanent position.

### **2005-2006 Campaign Coordinator for UNICEF (Finland)**

Marketing plan for a legacy program, leaflets, benchmarking, guides, analyzing tool, training. Full-time project.

### **2005 Campaign Trainee for UNICEF (Finland)**

Practical assistance and creating the marketing materials for the Thirst Day Campaign (schools) as an Intern for UNICEF Finland. 3 months internship.

### **2002-2005 Web Consultant and –designer. E.L.C (Finland)**

Planning and implementing both the content and the technology together. Also maintaining and training the end-users for two Web Projects 'Virtaa Välillämme' (an empowering course for young couples) and 'Väkivallasta Sovintoon' (Decade to Overcome Violence). Part-time position.

### **1993-2005 Other work experiences as a Communication Expert**

- I. **Call Center Agent** (the Parishes of Vantaa, Finland). A Part-time position. 2003-2005.
- II. **Communications Expert** for The Parishes of Vantaa, Finland). A summer substitute Communication Officer for a newspaper, Internet Services and the administration. 2003.
- III. **Reporter** for Kainuun Sanomat, Finland. Two summer as a journalist in a county newspaper. 2000-2001.
- IV. **Journalist trainee** at the University of Oulu, Finland. During one year of non-military service. Responsible for several communications activities and administrative duties. 1998-1999.
- V. **Radio reporter trainee** at the Finnish Broadcasting Company in Oulu. Completed several live performances and programmes while also independently editing all digital material. 1998.
- VI. **Web Designer** (Finnish Broadcasting Company). Created the First official Internet pages for the Finnish representative of the European Song Contest. 1997-1998.
- VII. **Freelance reporter**. A number of contracts with different newspapers (e.g. Oulun ylioppilaslehti, Rauhan Tervehdys, Ylä-Kainuu and Hengellinen Kuukausilehti) and magazines in Finland. 1997-2001.
- VIII. **Web Developer** for the municipality of Suomussalmi, Finland. Designing, implementing websites from visual and technological perspectives. 1995-1996
- IX. **Assistant journalist** for Ylä-Kainuu (a local newspaper). 1993-1997.

## **Languages**

- I. Finnish: Mother tongue
- II. English: Fluency (C1)
- III. Swedish: Good (B1)
- IV. French: DELF A2. République Française (Ministère de l'Éducation Nationale)

## References

Director, Erwin Eknath Vanslembrouck, Sampoorna Yoga Studio (Brussels), t. +32 477 41 29 24, [eknath@sampoornayogastudio.be](mailto:eknath@sampoornayogastudio.be)

Chairman Heikki Suortti, Suomi-Klubi A.S.B.L (Bryssel), t. +32 478 501 817, [hsuortti@gmail.com](mailto:hsuortti@gmail.com)

Coordinator Sergi Corbalán, The Fair Trade Advocacy Office (Brussels), t. +32 2 543 1923 [corbalan@fairtrade-advocacy.org](mailto:corbalan@fairtrade-advocacy.org)

Manager, Lotta Knuutinen, Aalto University Communications, t. +358 50 349 1263, [lotta.knuutinen@aalto.fi](mailto:lotta.knuutinen@aalto.fi)

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